

Christopher Cullmann **Interactive Developer & Designer**

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Relevant Skills:

- Over 10 years of interactive media development experience
- Expert knowledge and hands-on experience in HTML, XHTML, XML, CSS, Flash, ActionScript 2 & 3, JavaScript, AJAX, PHP, Apache, ASP, PhotoShop & Adobe Creative Suite, CMS & version control software
- Thorough grasp of cross-platform browser compatibility, code optimization and deployment
- Excellent leadership and communication skills and familiarity with creative and development workflows
- Experience in determining and deploying emerging technologies for client and internal marketing projects

Employment History:

GROUP SUPERVISOR, INTERACTIVE DEVELOPMENT

Qi Interactive, Commonhealth

05-2006 - Current

Report directly to the CTO to determine and implement the best solutions for a variety of web, desktop and mobile applications for healthcare professional, consumer and corporate projects. Responsible for department workflow, process and quality assurance in an aggressive, deadline oriented environment. Research and development of new solutions and approaches for SEO, SEM, viral and social media marketing for proprietary products. New client product development and presentation. Training and educational sessions for internal and client groups for new online marketing trends, search engine marketing, and best practices for website design and development.

- Lead Developer for premier interactive division within multi-discipline pharmaceutical advertising agency
- Implementation of web, desktop and mobile based applications for professionals and consumer projects
- Responsible for internal workflow, process and final delivery of new media projects and applications
- Search engine marketing and optimization
- Widgets/Gadgets & micro application development
- Proscapa Gold Certification for Tablet PC Application development & deployment

SENIOR WEB DEVELOPER

Group DCA, Inc.

11-2003 - 05-2006

Designed and developed interactive client websites as well as eight e-Detail oriented healthcare professional member websites and client-facing pharmaceutical marketing websites. Integrated proprietary, dynamic, flash-based medical education and e-learning applications with member website. Created e-messaging system that resulted in a 15-20% increase in program participation and an average 60% increase in click-through traffic. Introduced natural search and paid-search marketing campaigns for client based interactive eDetail and e-learning programs. Presented capabilities, concepts and budgets to clients for website development and creation as well as eDetail programs.

SENIOR WEB DEVELOPER

Dentino Marketing, Inc.

09-2000 - 11-2003

Responsible for concept, design, and execution of websites, flash-based invitation websites, banner ad advertisements and e-messaging deployments for financial, business-to-business and casino gaming industries. Worked directly with Account Directors and clients to identify goals, project time-lines and budgets. Hired and managed freelance team members including web designers, programmers and copywriters.

WEB DESIGNER**Dentino Marketing, Inc.****01-2000 - 09-2000**

Designed product splash pages, web sites, banner ads and html e-mails. Created flash-based banner ads and pop-up ads for financial and casino gaming clients. Created online review process between client and agency reducing shipping costs \$150,000 annually between our clients and the agency. Worked directly with account staff on presentations and project outlines.

ART DIRECTOR**Dentino Marketing, Inc.****09-1997 - 01-2000**

Responsible for design and illustration for all forms of direct marketing. Worked with production department to conceive and build new direct marketing formats and meet postal regulations. Projects included postcards, newsletters, invitations, brochures, package design, credit card design and annual reports

Education and Certifications:

- BFA, Graphic Design & Communications, Rowan University, magna cum laude, 3.9 GPA
- Continuing Education Program for Electronic Media, School of Visual Arts
- W3C ADA Compliance, HTML and CSS Programming Certification
- DartMail and DoubleClick Product Training and e-Messaging Seminars
- Proscpe Certification for Tablet PC Application Development

Awards:

- 2005-2006 Webby
- 2007 MM&M Nomination
- W3 Silver Award

References:

- Available upon request